

PREVENTION OPPORTUNITIES FOR THE 21ST CENTURY

PRELIMINARY PROGRAM AND CONFERENCE REGISTRATION



**Washington Hilton and Towers
Washington, D.C.**

December 3–5, 1997



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion





12th National Conference on Chronic Disease Prevention and Control

Prevention Opportunities for the 21st Century

The Centers for Disease Control and Prevention (CDC) and the Association of State and Territorial Chronic Disease Program Directors (ASTCDPD) announce the *12th National Conference on Chronic Disease Prevention and Control ... Prevention Opportunities for the 21st Century*. The District of Columbia Department of Public Health will host the conference, which will be held at the Washington Hilton and Towers, Washington, D.C., December 3–5, 1997.

Conference Objectives:

- Increase knowledge and awareness of successful, cost-effective, public and private integrated approaches to reducing the health and economic burden of chronic disease.
- Provide opportunities for skills building in cross-cutting areas.

Our collective goal is to prevent death and disability from chronic disease and to promote healthy personal behaviors and healthy communities. Topics will include diabetes, heart disease, cancer, tobacco, nutrition, and physical activity. As in previous conferences, there will be an emphasis on interaction between federal, state, and local health departments, voluntary health agencies, professional organizations, and other groups — allowing participants to forge new working relationships and to build and strengthen coalitions and partnerships for the prevention and control of chronic diseases as we move into the 21st century.

Who Should Attend?

- Public health professionals from all levels of government.
- Managers, directors, and executives from affiliated health professional associations.
- Health professional, association, and consultant partners in prevention and control activities and programs.
- Managers, directors, and executives from health management organizations.
- Physicians, nurses, nutritionists, health educators, and physical activity specialists.
- Other nongovernment health professionals.
- Representatives from special interest groups.
- Academic and research staff from educational institutions.

CONFERENCE REGISTRATION

Registrations are being accepted by ASTCDPD. To preregister complete the registration form on page 4 of this brochure and send it with your registration fee payment to:

Association of State and Territorial Chronic Disease
Program Directors (ASTCDPD)
c/o Adeline Yerkes
P. O. Box 130177
Edmond, OK 73013
Fax: 405-271-5181
Federal ID #: 73-1328414

Early Registration (postmarked before 11/15/97) **\$105**
General Registration (postmarked 11/15/97 or later) **\$125**

Your registration includes all materials, access to all sessions and exhibits, continental breakfast on Wednesday and Thursday, Breakfast with the Presidents on Friday morning, morning and afternoon breaks, the Welcome Reception on Wednesday evening, and the Social and Mixer following the Welcome Reception. Additional fees are required for the ASTCDPD Business Meeting and Luncheon (\$30) and the Roundtable Luncheon (\$18) — select these options on your registration form and include the extra fees when you mail your registration form. On-site registration will be available for this conference.

Payment Method

ASTCDPD will accept corporate, agency, and personal checks as well as purchase orders in payment of registration fees. Payment must be included with your registration form.

Conference Check-In

At the hotel the Conference Registration and Information Desk will be open the following hours during the week of the conference:

Tuesday, 12/2/97	4:00 p.m. to 8:00 p.m.
Wednesday, 12/3/97	7:30 a.m. to 5:30 p.m.
Thursday, 12/4/97	7:30 a.m. to 5:00 p.m.
Friday, 12/5/97	7:30 a.m. to 12:00 noon

The registration desk will be open on Tuesday, 12/2, for advance check-in and on-site registrations. To save time, stop by and check-in on Tuesday so you don't have to rush through the lines on Wednesday morning.

Participant Substitutions

Substitutions can be made for any conference registration by calling Danielle Price at Professional and Scientific Associates: 404-633-6869. Substitutions will be accepted by telephone through November 28, 1997. Substitutions received by the November 28 deadline will be transferred into the name of the new participant before on-site check-in. Substitutions after November 28 will be handled on-site and the person replacing the registered participant should notify the registration staff at the conference, providing the name of the person they are replacing when they check-in at the registration desk.

Cancellations

Cancellations received before November 21, 1997, will be refunded less an administrative fee of \$25. No refunds will be provided for cancellations received after the November 21, 1997, deadline.

Special Needs

If you have any special requirements or special needs please check the "Special Needs" box on the registration form and one of the registration support staff from Professional and Scientific Associates, the conference contractor, will call you on receipt of the registration form to discuss your needs and make the necessary arrangements.

Continuing Education Credits

CEU's will be made available to those who complete the survey questionnaires and necessary paperwork on-site at the meeting. We anticipate credits for the following disciplines:

- Physicians
- Nurses
- Educators
- Nutritionists/Dietitians

Credit hours are still being determined as of publication of this brochure. The CEU desk, on-site at the conference, will have the final information available when you pick up your forms. CEU certificates should be delivered within 60 days following the conference.

QUESTIONS?

Call Professional and Scientific Associates at 1-800-772-8232 or 404-633-6869 and ask for Danielle Price or Jennifer Mitchell.

SPECIAL ACTIVITIES

Opportunities for Healthy Eating and Physical Activity

Worry about maintaining your routine of healthy eating and physical activity when you are at a conference? Dread sitting all day? Want to "try on" some new activities? Conference planners have built in opportunities for group and self-directed activity throughout the day, including a variety of morning wake up activities, a late afternoon energy break, the New Moves session with WandaWoman, and the Activity Loves Company social and dance everyone can enjoy following the reception on Wednesday evening. Fruits and vegetables "a la carte" will make getting your 5-A-Day easier than ever. Prize drawings for healthy eating and physical activity will occur daily — check your on-site conference packet for details and a schedule of events.

ASTCDPD Business Meeting and Awards Luncheon

The ASTCDPD will hold their annual business meeting and awards luncheon on Wednesday, December 3, beginning at 11:30 a.m. This luncheon is open to all participants for a nominal fee of \$30. To attend, please check the box on your registration form and include the luncheon fee with your other fees when you return your registration form.

Welcome Reception

The annual welcome reception will be held in the Exhibit Hall on Wednesday, December 3, from 6:30 p.m. until 8:30 p.m. The reception is open to all Conference participants with complimentary hors d'oeuvres and beverages. Take advantage of this opportunity to stop by the exhibits and meet with colleagues in this relaxed setting. After spending the whole day sitting in meeting rooms this should provide a very welcome change of pace.

Activity Loves Company

As another opportunity to get in your exercise for the day, ASTCDPD has arranged for a social and mixer following the Welcome Reception on Wednesday, December 3. Join us on the dance floor beginning at 8:30 p.m. for several hours of good music, fun, relaxation, and activity.

Breakfast with the Presidents

Join your colleagues and the presidents, past presidents, and presidents-elect of ASTCDPD, ASTPHND, CSTE, ASTDD, ASTDHPPE and SOPHE (to name a few) during this closing breakfast from 7:00 a.m. until 8:30 a.m. on Friday morning, December 5.

Continental Breakfast and Breaks

ASTCDPD is making arrangements for continental breakfast and refreshment breaks Wednesday and Thursday. Continental breakfast will be served from 7:30 a.m. until 8:30 a.m. with mid-morning and mid-afternoon breaks between sessions.

LOCATION

What better place to enjoy the start of the holiday season than in our nation's capital? The special hotel rate is available from Saturday, November 28, through Monday, December 8, to give you time to enjoy all that Washington, D.C. has to offer. The weather can be a little cool, with an average low of 30° and topping out at an average high of 40°. Dress warmly and come prepared to enjoy the many activities prepared for you at the conference in addition to the sight-seeing and seasonal opportunities that will abound in Washington, D.C. during our time there (during off-conference hours, of course).

Hotel and Reservations

The host hotel for the 12th National Conference on Chronic Disease Prevention and Control ... Prevention Opportunities for the 21st Century is:

Washington Hilton and Towers

1919 Connecticut Avenue, N.W.
Washington, DC 20009

Telephone: 202-797-5820 or 1-888-DCHILTON
Fax: 202-797-5755

Reservation Cut-Off: November 11, 1997

For your convenience, the conference staff has blocked overnight rooms for this meeting at a rate of \$124 per night (tax inclusive). Your reservations must be made directly with the hotel before November 11 to ensure availability. Reservations made after that date will be strictly based on hotel availability and may not be at the conference rate noted above. To receive the conference rate you need to tell the reservation staff at the hotel that you are calling for the Centers for Disease Control and Prevention Conference. All reservations must be guaranteed with a deposit for the first night's charges by check, money order, or credit card.

All conference sessions will be held at the Washington Hilton and Towers.

Travel

Make your airline reservations at the earliest opportunity as this is a busy time of the year, especially in Washington, D.C. For your convenience, the closest airport to the Washington Hilton and Towers is Washington National. If you do not have a travel agent please feel free to call Professional and Scientific Associates' travel agency in McLean, Virginia, at 800-569-4059 (703-442-9824 locally), fax: 703-442-9826. Their operating hours are Monday through Friday, 9:00 a.m. - 5:30 p.m., Eastern time.

Questions?

Call Professional and Scientific Associates at 1-800-772-8232 or 404-633-6869 and ask for Danielle Price or Jennifer Mitchell.

EXHIBITS

In conjunction with the conference, ASTCDPD is coordinating exhibits in the Washington Hilton and Towers Exhibit Hall. Take this opportunity to find, or renew, sources for educational tools and materials, including publications, videotapes, computer and software packages, public service programs and program guidelines (just to name a few) in addition to information on and examples of successful prevention and control programs.

Exhibit hours are:

Wednesday, 12/3/97	7:00 a.m.	-	8:30 a.m.
	11:15 a.m.	-	2:30 p.m.
	5:30 p.m.	-	8:30 p.m.
Thursday, 12/4/97	7:00 a.m.	-	8:30 a.m.
	11:30 a.m.	-	1:30 p.m.
	3:00 p.m.	-	3:30 p.m.

If you have questions for any exhibitor, please be sure to visit during these specific hours. You will be able to walk through the exhibit hall and pick up information at almost any time during the day on Wednesday (after 11:30 a.m.) and Thursday (until 5 p.m.) but exhibitors may only be available to answer your questions during the specific hours noted. Exhibits will be open on Wednesday and Thursday only.

Exhibit and Sponsorship Opportunities

If you are interested in exhibiting at the conference, or in working with ASTCDPD as a sponsor, please contact Ms. Sarah French Baun, CMP at 800-772-8232 or 404-633-6869.



12th National Conference on Chronic Disease Prevention and Control

Prevention Opportunities for the 21st Century

CONFERENCE REGISTRATION

Name: _____

Degrees: _____

Title: _____

Affiliation: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

Name to be used on Name Tag (if different from above): _____

Registration Fees (check all that apply):

- | | |
|---|-------|
| <input type="checkbox"/> Registration (postmarked no later than 11/15/97) | \$105 |
| <input type="checkbox"/> Registration (after 11/15/97) | \$125 |
| <input type="checkbox"/> ASTCDPD Business Meeting & Awards Luncheon | \$ 30 |
| <input type="checkbox"/> Networking Roundtable Luncheon* | \$ 18 |

Total Registration Fee(s) Enclosed

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\$ _____

☐ Special Needs

Mail the completed registration form with your registration fee to:

ASTCDPD
c/o Adeline Yerkes
P. O. Box 130177
Edmond, OK 73013

Fax: 405-271-5181
Federal ID #: 73-1328414

Please indicate payment method(s) below:

☐ Check ☐ Purchase Order

*Networking Roundtable Luncheon Presentation Selection

Because of limited seating at each presentation table, it is necessary to preselect for this event. Place the numbers (listed on page 12) for your top 5 choices in the boxes below. Every effort will be made to accommodate your choices. Should there be any problems, you will be contacted.

<input type="checkbox"/> 1st Choice	<input type="checkbox"/> 2nd Choice	<input type="checkbox"/> 3rd Choice	<input type="checkbox"/> 4th Choice	<input type="checkbox"/> 5th Choice
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Selections will be accepted on a first-come first-served basis, so get your selections in early.

**Please call Danielle Price or Jennifer Mitchell
of Professional and Scientific Associates
at 1-800-772-8232 or 404-633-6869
with any questions.**



**Please return this completed registration form
with your registration fee payment to:**

**ASTCDPD
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Edmond, OK 73013**

Fax: 405-271-5181

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Cut Here to Remove Registration Form
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12th National Conference on Chronic Disease Prevention and Control

Prevention Opportunities for the 21st Century

TUESDAY, DECEMBER 2

4:00 P.M. Early Registration and Check-In

WEDNESDAY, DECEMBER 3

6:30 A.M. Morning Wake-Up Activities

7:30 A.M. Registration and Check-In

7:30 A.M. Continental Breakfast

8:30 A.M. Opening Plenary Session

- Welcoming Remarks

Allan S. Noonan, MD, MPH
Director

District of Columbia

Department of Public Health

Edith Sternberg, MPH, CHES

President

ASTCDPD

- Public Health in the 21st Century

David Satcher, MD, PhD (Invited)

Director

Centers for Disease Control and

Prevention

9:45 A.M. Refreshment Break

10:15 A.M. Plenary Session

- Burden of Chronic Disease in the 21st Century

Christopher J. L. Murray, DPh, MD

Professor of International Health

Economics, Harvard School of Public

Health

11:15 A.M. Exhibits and Posters Open

11:30 A.M. ASTCDPD Business Meeting and Awards Luncheon

11:30 A.M. Concurrent Skills-Building Training

1:15 P.M. Concurrent Skills-Building Training

2:30 P.M. Concurrent Presentations

3:30 P.M. Refreshment Break

4:00 P.M. Concurrent Presentations

5:30 P.M. Poster Session with the Authors

6:30 P.M. Reception in Exhibit Hall

Exhibits and Posters Open for Viewing

7:30 P.M. Activity Loves Company

Exhibitor Raffle Drawing

THURSDAY, DECEMBER 4

6:30 A.M. Morning Wake-Up Activities

7:30 A.M. Registration and Information Desk
Exhibits and Posters Open All Day For Viewing

7:30 A.M. Continental Breakfast

8:30 A.M. Plenary Session

- Outcome-Based Research: The Value of Expensive Procedures When Compared With Primary and Wellness Care

Prevention Activities

John M. Eisenberg, MD

Administrator

Agency for Health Care Policy and

Research

9:30 A.M. Refreshment Break

10:00 A.M. Concurrent Presentations

12:00 NOON Networking Roundtable Luncheon

1:30 P.M. Concurrent Presentations

3:00 P.M. Refreshment Break

3:30 P.M. Concurrent Presentations

5:30 P.M. Physical Activity Energy Break

FRIDAY, DECEMBER 5

6:30 A.M. Morning Wake-Up Activities

7:00 A.M. Networking Breakfast with the Presidents

7:30 A.M. Registration and Information Desk

8:30 A.M. Plenary Session

- Chronic Disease Policy

(Speaker to be Announced)

10:00 A.M. Closing Remarks

James S. Marks, MD, MPH

Director

National Center for Chronic Disease

Prevention and Health Promotion, CDC

Frank S. Bright, MS

President

ASTCDPD

SKILLS BUILDING TRAINING



Wednesday, 12/3/97 ■ 11:30 a.m. to 12:30 p.m.

CDC WONDER on the Internet

CDC WONDER is a general-purpose public health information and communication system developed by CDC. The focus of this course will be the use of WONDER on the Internet. The system provides query access to about 40 text-based and numeric databases as well as to preformatted documents, such as sexually transmitted disease surveillance documents. The course will cover how to access representative databases, including free-text search facilities and document retrieval for several important text data sets including the *Morbidity and Mortality Weekly Report (MMWR)* and *CDC Prevention Guidelines*. It will also cover how to obtain data from numeric databases to provide information such as the numbers and rates of sexually transmitted diseases, cancer cases, or deaths in the United States.

Multimedia: Use of New Technologies in Public Health Outreach and Education

This course will explore multimedia technology and good techniques for public health information sharing. Attendees will see demonstrations of current and emerging technologies and will learn how to implement these technologies. The course will provide an overview of resources and products available, general guidelines for planning multimedia presentations, and explain how to effectively integrate various components.

Educating Policymakers

This session will teach public health professionals about how to effectively educate policymakers. It will focus on coalition building, developing effective materials and correspondence, meeting and educating policymakers, and working with the press. The instructor will discuss what public employees may do to educate policymakers and how effective grassroots efforts can make a difference.

SKILLS BUILDING TRAINING

Wednesday, 12/3/97 ■ 1:15 p.m. to 2:15 p.m.



Internet Skills

This class will be a basic, hands-on introduction to the Internet for the novice user. Participants will gain a basic understanding and working knowledge of the World Wide Web. Topics include getting connected, browser basics, navigation, searching, and saving information.

Educating Policymakers

This session will teach public health professionals about how to effectively educate policymakers. It will focus on coalition building, developing effective materials and correspondence, meeting and educating policymakers, and working with the press. The instructor will discuss what public employees may do to educate policymakers and how effective grassroots efforts can make a difference.

Chronic Disease Program Orientation

This orientation session will review the major programs of the National Center for Chronic Disease Prevention and Health Promotion, CDC, and the role and responsibilities of the Association of State and Territorial Chronic Disease Program Directors (ASTCDPD). Both of these organizations provide leadership in the field and have many resources to serve public health workers throughout the country. Resource materials will be provided to each orientation participant.



CONCURRENT SESSIONS

Wednesday, 12/3/97 ■ 2:30 p.m. to 3:30 p.m.

New Steps for the Next Century: Environmental and Policy Interventions for Public Health Action to Promote Physical Activity

As this century ends, physical activity is receiving greater recognition as a significant public health issue. In particular, the 1996 Surgeon General's report gave enhanced visibility to the protective aspects of regular physical activity as well as the higher mortality rates and chronic disease risks associated with sedentary lifestyles. Yet with the year 2000 approaching, the United States likely will not meet most of the national health objectives for physical activity and fitness. Will the next century produce a more active population, and, if so, what interventions and other factors will contribute to such a change? This session will focus on applied strategies for promoting physical activity in the next century, with an emphasis on effective approaches to environmental and policy interventions. The session will consist of three presentations: A Review: Current Trends in Environmental and Policy Interventions to Promote Physical Activity; Private Sector Initiatives for the 21st Century; and Public Sector Initiatives for the 21st Century.

What's New in Chronic Disease Education Initiatives?

Education for health promotion is an important strategy to prevent premature death and disability from chronic diseases and to promote healthy personal behaviors. The National Diabetes Education Program is a new initiative to increase awareness, reduce the incidence, and control the severity of diabetes, one of the most common, serious and costly chronic diseases. School-based interventions are used in promoting lifelong physical activity, healthy eating, and preventing tobacco use among young people. This session will consist of two presentations: The National Diabetes Education Program; and Making it Happen: Initiatives to Help Schools Implement CDC's Guidelines on Promoting Lifelong Physical Activity and Healthy Eating and Preventing Tobacco Use and Addiction Among Young People.

Data Standards for Public Health Information Systems

In 1996 Congress passed the Health Insurance Portability and Accountability Act (HIPAA) that requires the U.S. Department of Health and Human Services to adopt uniform national standards for the electronic processing of certain health information. To meet the requirements of this law, the Department is preparing recommendations and regulations on data standards, security standards, and privacy safeguards. These standards will promote quality assurance and comparability as well as improve our ability to share, make multiple uses of, and link data to promote public health. The session will consist of three presentations: Toward a Shared Public Health Information Infrastructure; Data Standards for Integrated Information Systems; and Privacy and Confidentiality for Health Information.

Integration of Chronic Disease Prevention Services and Delivery Systems

Changes in the delivery of health services, notably the increasing use of managed care, offer the opportunity for revised strategies for the community prevention of chronic diseases. Individuals enrolled in managed care constitute a population that is accessible to preventive intervention. Public health agencies can address this population as a component of overall preventive initiatives. This session will describe the rationale for an approach linking public health agencies with the health care delivery system. Advantages and pitfalls will be outlined as well as actual experience with agreements between managed care and public health that can address chronic disease.

Putting Prevention into Practice: Opportunities for State Involvement

Put Prevention Into Practice (PPIP) is a national campaign to increase the appropriate use of clinical preventive services. State health departments have historically been leaders in promoting prevention. As more health departments continue to move away from provision of direct clinical services, there may be a larger role for their involvement in promoting clinical preventive services in other settings. This session will introduce participants to the PPIP materials, describe activities at the federal level related to PPIP, and discuss how state health departments can be involved in disseminating and promoting PPIP. Participants will be encouraged to explore and discuss ways of increasing their own involvement. The session consists of two presentations: Put Prevention Into Practice: The National Campaign; and Putting Prevention Into Practice in Texas.

Cardiovascular Disease (CVD) Plan

This session will describe the *Association of State and Territorial Directors of Health Promotion and Public Health Education (ASTDHPPHE) Strategic Plan: A State-Based Plan for Action*, how it was created, and the continued progress to implement the Plan by providing states with support and materials. Also, we will present the results of the survey to implement the Strategic Plan and discuss what the federal government is doing to provide further support, via funding and other opportunities for states in strengthening their state CVD programs. Last, a state chronic disease director will present what is happening in his/her state to build capacity and programs for CVD. The session consists of three presentations: The ASTDHPPHE State-Based Plan for Action; Results of the Survey of States: Preventing Death and Disability from Cardiovascular Disease — A State-Based Plan for Action; and Strengthening and Organizing State-Based Programs Around Cardiovascular Health.

Geographic Information Systems

Geographic Information Systems (GIS) offer computer-based tools that can be very effectively applied to data analysis and decision support in the field of public health. GIS uses computer software and hardware to manage the collection, storage, analysis, and display of spatial data. It involves relating a database, such as tables of statistics about disease occurrences, to a basemap containing the underlying geography. Examples: Display a map that shows where tobacco use is highest and list the characteristics of the population in that area. Compare the breast cancer rates in states having screening programs vs. those without. Compare home addresses of children having high blood lead levels with the locations of houses over 50 years old. This presentation will explain GIS on a nontechnical level and will give examples of its use.

CDC WONDER on the Internet

CDC WONDER is a general-purpose public health information and communication system developed by CDC. The focus of this course will be the use of WONDER on the Internet. The system provides query access to about 40 text-based and numeric databases as well as to preformatted documents, such as sexually transmitted disease surveillance documents. The course will cover how to access representative databases, including free-text search facilities and document retrieval for several important text data sets including the *Morbidity and Mortality Weekly Report (MMWR)* and *CDC Prevention Guidelines*. It will also cover how to obtain data from numeric databases to provide information such as the numbers and rates of sexually transmitted diseases, cancer cases, or deaths in the United States.

**SELECTED ABSTRACTS****Promoting Physical Activity**

This session will include six 10-minute presentations each followed by a 5-minute question and answer period on the following selected abstracts: CDC Director's Physical Activity Challenge; MOVE IT Maryland: Every Little Bit Counts Worksite Physical Activity Challenge; Physical Activity Challenge in a State Health Department; Health Promotion in New York City: A Worksite Wellness Program in Progress; Walk Texas! A Program Designed to Promote Physical Activity With People 50 and Over; and Minnesota Fitness Fever: Promoting Physical Activity and Healthy Eating to Elementary-Age Students.

Tobacco and Youth

This session will include six 10-minute presentations each followed by a 5-minute question and answer period on the following selected abstracts: Adherence to CDC's Guidelines to Prevent Tobacco Use and Addiction in School Health Programs; Tobacco Marketing and Underage Use of Tobacco Products: A Review of the Empirical Research; Effects of Increased Retailer Compliance Rates With Youth Access to Tobacco Law on Youth Smoking Behaviors; Correlates of Tobacco Use Among Sixth Graders in Louisiana; The Effects of Tobacco Education on Knowledge, Attitudes, and Behaviors of 6th Graders; and Cigar Smoking Among Teenagers.

Environment and Policy — I

This session will include four 10-minute presentations each followed by a 10-minute question and answer period on the following selected abstracts: Youth Advocacy Projects that Affect Environment and Policy at High Schools; Development of a School Report Card on Physical Activity and Nutrition Policies and Programs; Implementing Health Education Programs Based on the Holistic Model; and Reduction of Environmental Tobacco Smoke Exposure Among Children.

Prevention Partnerships and Special Initiatives

This session will include six 10-minute presentations each followed by a 5-minute question and answer period on the following selected abstracts: Community Voices: Focus Groups with African-Americans, American Indians, Hispanics, and Among People with Diabetes; Savvy Soul Food Educators; Unconventional Approach to Chronic Disease Prevention and Control: Church-Based Health Ministries; Massachusetts Well Woman Project Study; Assessment of Mammography Performance in State-Based Breast and Cervical Cancer Control Programs by Linkage to Cancer Registries; and Smoking Status and Back Function in Elderly Women.

Cancer

This session will include six 10-minute presentations each followed by a 5-minute question and answer period on the following selected abstracts: Supplementing Breast and Cervical Cancer Screening with Cardiovascular Disease Risk Factor Interventions: The WISE WOMAN Project — A View from 3 States (3 separate presentations); Increased Breast Cancer Incidence and Mortality in Milwaukee's North Shore Community; Linking a Cancer Screening Program and Cancer Registry Breast Cancer Cases; and A Comparison of the 1990 and 1995 Vermont Cancer Control Surveys.

ADDITIONAL CONCURRENT SESSIONS**Insights Into Marketing to Teens**

This session will present key principles for public health practitioners to consider in designing and implementing social marketing programs aimed at influencing teenagers. What issues are most important to today's teens? Whom do teens most aspire to be? What lessons have we learned about communicating successfully with youths — and what mistakes can spell death to a teen-oriented marketing campaign?

Internet Skills

This class will be a basic, hands-on introduction to the Internet for the novice user. Participants will gain a basic understanding and working knowledge of the World Wide Web. Topics include getting connected, browser basics, navigation, searching, and saving information.

New Moves

This session introduces conference participants to a variety of "New Moves" that can be enjoyed by everyone. Come as you are — no special clothing or special talent is required. WandaWoman and her music guarantee you won't be able to sit still. Wanda Bamberg is President and CEO of WandaWoman Aerobics, Inc., a company which has been committed for more than 15 years to assisting multicultural female groups in metropolitan Washington develop healthier lifestyles through a holistic approach to physical activity, including special low-impact, gentle movement, and aqua-aerobics classes to senior populations.



FROM SELECTED ABSTRACTS ...

1. California Project LEAN Grocery Store Campaign
2. Profiles of Cancer Mortality, Incidence and Stage of Disease at Diagnosis
3. Compression of Hip Fracture Morbidity — Wisconsin, 1990–1995
4. Trends in Reported Use of Screening Mammography in Utah
5. Influenza Vaccination of Persons With Chronic Cardiovascular Disease, United States, 1989–1994
6. Factors Influencing Tobacco Sales to Minors
7. The Application of Core Public Health Functions as They Relate to Program Development in Public Health Nursing
8. Outreach to Underserved Women for Cancer Screening: Planning, Methods, Evaluation
9. The Arizona Asthma Coalition — A Prevention Partnership
10. The Effectiveness of Outreach Workers in Enrolling Women Into a Breast and Cervical Cancer Screening Program
11. Implementing a Chronic Disease Screening Program Among Low–Income Older Women
12. Age Trends in Moderate and Vigorous Physical Activity Among College Students
13. Chronic Illness Prevention Project: A Community-Based Approach
14. Osteoporosis Prevention and Education
15. Leisure–Time Physical Activity Among Persons With Arthritis
16. The Arizona Asthma Coalition: Implementing Data Sharing for Asthma Prevention
17. Collaborative Efforts to Evaluate Public Education Activities
18. Healthcare Cost and Utilization Trends at a U.S. Company With a Worksite Health Promotion Program
19. Healthy Life Expectancy for States: Estimates From the BRFSS
20. What Do Women at Risk for Cervical Cancer Really Want to Know?
21. Relationship Based Strategies for CVD Prevention Among Low–Income Populations
22. Age Period Cohort Analysis of Cardiovascular (CV) Mortality
23. 5-A-Day the Senior Way
24. Beliefs and Practice Patterns for Colorectal Cancer Screening
25. The Utah Cancer Control Program Breast Health Awareness Quilt Campaign
26. Communicating Occupational Safety and Health Information
27. African–American Women and Breast and Cervical Cancer Screening
28. Pregnancy Outcomes for Women Who Use Cocaine
29. Public Health and Medical Interventions for Prevention of Psychiatric Disturbance in Bereaved Older Adults
30. The Arthritis Self–Help Course: A Cost–Saving Intervention
31. The Evolution of Chronic Disease Prevention in Minnesota
32. Asthma Treatment: Prevention Effectiveness Investigation
33. Secondary Alcohol, Tobacco, and Other Drug Programs in Primary–Care Settings
34. A Collaborative Intervention: Providing Tobacco Education to Pregnant Family Planning Clients
35. Relationship of Lifestyle and Health of College Students
36. Diet and Physical Activity Comparisons of American Indian, African–American, and White School Children
37. A Church–Based CVD Program in Detroit
38. A CVD Multirisk Factor Intervention for Low–Income, High–Risk Uninsured/Underinsured Mid–Life Women
39. Trends in Breast Cancer Incidence
40. Evaluation of a Community Partnership Model for Breast and Cervical Cancer Screening
41. Changing Cancer Mortality in Illinois

**Capitol Hill Perspectives in Chronic Disease**

This session will include a panel of influential Capitol Hill staff who will update the audience on current Capitol Hill actions and discuss what amounts of money Capitol Hill lawmakers are providing for chronic disease activities. In addition, they will discuss how you can make a difference on Capitol Hill. Meet and question the key staff on Capitol Hill that help make decisions about important public health programs.

Controversies in Screening

This session consists of a panel presentation by three leaders in the field of screening and chronic disease control. After a brief review of the ethical basis for screening and of the theoretical criteria for effective screening, guidelines will be presented for diabetes, prostate cancer, and breast cancer screening. The scientific basis for these guidelines will be reviewed, as well as the political process involved in making resource allocation decisions to support these screening programs. A question and answer session follows the presentation. This session includes three presentations: Screening Theory, Diabetes Screening; Prostate Cancer Screening; and Breast Cancer Screening.

Translating Advances in Human Genetics into Disease Prevention and Health Promotion

Advances in human genetics are contributing opportunities for improving the health of the public through the ethical and effective use of genetics in disease prevention and health promotion. Already, human genetics research has mapped 5,000 of our estimated 100,000 genes, and has made tests for more than 400 genes available to medical practice. Many of these genes are associated with increased risks for chronic diseases as genes interact with environmental factors, including chemical or infectious agents and behavioral or nutritional factors. Discoveries of gene variants associated with diseases such as breast cancer, Alzheimer's disease, hereditary hemochromatosis, and familial hypercholesterolemia impact large segments of the population; however, strategies for determining their clinical value for disease prevention are lagging. Assessment of this impact and appropriate interventions for susceptible populations are a public health priority. This session will include four presentations: Genetics and Chronic Disease Prevention: Challenges and Opportunities; Genetics in the Prevention of Breast and Colorectal Cancer; Genetics and the Prevention of Coronary Heart Disease; and Genetics and the Prevention of Alzheimer's Disease.

Messages About Menopause: Transformation or Crisis

Messages about menopause from diverse perspectives will be discussed (i.e., from the perspective of providers and clinicians, society, the public health community, and the media). What are the commonalities?; what are the contradictions and disagreements? Discussions will include: menopause in a cultural context and as a normal part of aging; the medicalization of menopause; current research; and the role of public health in addressing issues related to menopause.

Reinventing Government to Achieve Healthy Eating

This session will describe the trends, breakthroughs, challenges, and lessons learned from nutrition initiatives being undertaken in developed countries to reduce chronic diseases. Dr. Verner Wheelock's recent book, *Implementing Dietary Guidelines for Healthy Eating*, is a global compendium of recent national initiatives and provides the provocative foundation for the session's discussion. The reactor panelists will provide their insights as to the American experience and recommend the most promising policy directions for both the government and private sector.

Media Literacy and Health: Tune In the Messages and Tune Out the Noise!

Media messages — through television, radio, magazines, the Internet, billboards, and CDs — surround us and often normalize and glamorize unhealthy risk-taking behaviors. Through media literacy individuals around the world and across the United States are learning to decode the overt and hidden messages in media to make better lifestyle decisions. Media literacy has direct application to all public health messages including violence and injury prevention, chronic diseases, sexuality, nutrition, physical activity, tobacco use, substance abuse, and adolescent health — to name just a few. Come to an exciting "hands-on" session and see what promise media literacy holds for your work!

Search the Chronic Disease Prevention (CDP) File CD-ROM

This training session will introduce participants to the upgraded version of the Chronic Disease Prevention (CDP) File, a CD-ROM of databases produced by the National Center for Chronic Disease Prevention and Health Promotion, CDC, featuring a collection of health promotion and chronic disease prevention information in areas such as comprehensive school health, breast and cervical cancer, epilepsy, and prenatal smoking cessation. The new version of CDP File can be used with DOS, Windows, and Macintosh computers. This session will cover database scope and content, installation, searching, printing, and downloading.



FROM SELECTED ABSTRACTS ...

1. Be Active North Carolina — The Development of a 3-Year Plan
2. Using NCHS Microdata
3. What Women Want: Assessing Needs, Perceptions and Resources
4. Development, Implementation, and Evaluation of Cardiovascular Disease Community-Based Intervention Programs
5. Using Partnerships to Develop a Statewide Breast and Cervical Cancer Control Plan Through Nontraditional Linkages
6. Development, Implementation, and Evaluation of a Teen Smoking Cessation Intervention for Family Planning Clinics
7. From Partnership to Participation: Increasing Older Rural Women's Compliance With Breast and Cervical Cancer Screening
8. Breast and Cervical Health Program for Northwest American Indians: Applying Himmelman's Model for Community Outreach
9. Georgia's Public Health Initiative Becomes a Model for Future Summer Olympic Games
10. Development and Implementation of Health Works for Women
11. Improving Child and Adolescent Health Through Physical Activity and Nutrition
12. Implementing Comprehensive Chronic Disease Screening Training
13. Development and Implementation of Major Health Conference: Teen Summit
14. Developing Advanced Communication Technologies
15. Development and Implementation of a Barber Shop Blood Pressure Program
16. Development, Implementation, and Evaluation of a Grant Application Process
17. Risk Assessment: Friend or Foe of Public Health?
18. Development and Implementation of the Alabama Statewide Cancer Registry
19. Partners for Progress — A Central Cancer Registry Forges Relationships for 21st Century Goals and Needs
20. Public and Private Collaboration to Reduce Adolescent Smoking
21. Successful Implementation of Media Support in Recruitment for a Cancer Screening Program
22. Development, Implementation, and Evaluation of an ACCESS Data System to Evaluate Local CVD Project Activities
23. Participatory Evaluation of Minnesota Healthy Communities Program
24. A Collaborative Effort to Monitor Patient Satisfaction and Program Recognition
25. Preventing Secondary Conditions of Chronic Disease
26. CVD Prevention in Hispanic Community in California
27. A Community Approach to Reducing Complications from Diabetes
28. The California CVD Prevention Coalition
29. An Internet-Based Planning and Evaluation Course of Health Education Promotion
30. Develop Implementation of a Celebration of Health in a Body Walk for Children
31. The Wyoming Library Systems Project (Diabetes)
32. Effects of Musculoskeletal Screenings on Low-Income Medically Underserved Urban Children
33. South Central Public Health Leadership Institute Study of Managed Care
34. Effectiveness of a Community-Based Skin Cancer Prevention Education Project
35. Development, Implementation, and Evaluation of a Teen Smoking Cessation Intervention for Family Planning Clinics
36. Geographic Variation in Mortality From Cardiovascular Diseases in California Cities
37. Development of Age-Specific Osteoporosis Awareness Materials and Programs
38. Diabetes Medical Chart Audit: Assessment of Inter-Rater Reliability
39. Development of an Interactive Computer-Driven Program
40. Diabetes Disease Management: Following the Path Blazed by the DCCT
41. Reducing the Burden of Arthritis: Opportunities for Collaboration
42. IV International Conference on Health Promotion
43. Integrating Epidemiologic Principles into Health Campaign Messages: A "Teachable Moment"



CONCURRENT SESSIONS

Thursday, 12/4/97 ■ 1:30 p.m. to 3:00 p.m.

SELECTED ABSTRACTS

Youths, Physical Activity, and Nutrition

This session will include five 10-minute presentations each followed by a 5-minute question and answer period on the following selected abstracts: Promoting Lifetime Activity for Youths; Prevalence of Moderate and Vigorous Physical Activity Among College Students; Advocating Physical Activity for Young Children: A Statewide Initiative; Successful 5-A-Day Intervention for Head Start Programs; and Michigan 5-A-Day Evaluation.

Cardiovascular Disease

This session will include six 10-minute presentations each followed by a 5-minute question and answer period on the following selected abstracts: Cluster Analysis: A New Strategy for Understanding Diet and Heart Disease Risk; Implementation and Evaluation of a Community Hypertension Control Program in a Multi-Ethnic, High-Risk Population in Los Angeles; The Effectiveness of Community-Based Cardiovascular Disease (CVD) Prevention Programs in Michigan; Churches as an Avenue for Health Promotion: A Community-Based Model for Cardiovascular Disease Prevention; CV Risk Education — Developing a School-Based Community Model; and Prevention of Cardiovascular Disease: Is Primary Prevention With Pravastatin Worth the Money?

Environment and Policy — II

This session will include four 10-minute presentations each followed by a 10-minute question and answer period on the following selected abstracts: Changing the Odds: A Population-Based Policy and Environmental Change Approach to Physical Activity in California; Leveraging Resources for Heart Disease Prevention Through Hospital Community Benefits Legislation; A Policy Approach to the Prevention of Cardiovascular Disease: Health Care Reform in Russia; and Arkansas Breast Cancer Legislation.

Promoting Healthy Lifestyles

This session will include six 10-minute presentations each followed by a 5-minute question and answer period on the following selected abstracts: Health Risk Reduction and Additional Benefits Associated With a Worksite Health Promotion Program; Use of the Physicians-Based Assessment and Counseling for Exercise Materials in Russia; Utah Diabetes Breakthrough Project; Improving Primary Care for Asthma in Child Health Clinics: Can Clinic Staff Replicate an Intervention by Asthma Specialists?; A Comparison of Mass Media versus Community-Based Programs to Promote Low-Fat Milk Consumption; and The Stop Tobacco Access to Kids Enforcement (STAKE) Act and Store Tobacco Policies in California.

Data and Surveillance

This session will include six 10-minute presentations each followed by a 5-minute question and answer period on the following selected abstracts: Using the BRFSS to Plan a Campaign to Increase Clinical Preventive Services; Secondary Conditions Resulting From Disabling Chronic Disease; Making Epidemiological Reports Relevant to the Media; Analysis of Tax and Survey Data: Has the New York City Smoke-Free Air Act Affected the City's Restaurant Business?; The Cost Burden of 11 Types of Incident Fractures Among Aged Medicare Beneficiaries; and Use of the Therapeutic Footwear Benefit Among Diabetic Medicare Beneficiaries.

ADDITIONAL CONCURRENT SESSIONS

Activating Youth for Prevention

This session will outline the benefits of mobilizing young people for the prevention of chronic diseases and will describe methods for locating, recruiting, mobilizing and maintaining their involvement. Young people will talk to participants about why they got involved in health-related issues and will describe the extent of their past involvement. The session will also draw from the experience of youth leaders who may be seeking opportunities to involve their young people in health-related issues. The session will describe what characteristics youth leaders may be looking for when approached by outside organizations. At the conclusion of this session, participants will be able to understand the benefits and challenges of working with young people and list strategies for activating their participation in the prevention of chronic diseases.

Opportunities for the Prevention and Early Detection of Colorectal Cancer

Colorectal cancer is the second leading cause of cancer-related deaths and the third most commonly diagnosed cancer in the United States. Current studies indicate that deaths from colorectal cancer could be dramatically reduced by screening men and women 50 years of age and older and by providing special attention to individuals considered at increased risk for the disease. As a result of the evidence supporting colorectal cancer screening a number of scientific organizations have released guidelines for screening. In addition, the recent Surgeon General's report on physical activity and health indicates that physical activity may provide a protective benefit against the development of colorectal cancer. Likewise, diet may help to reduce risk. This session will discuss the opportunities for prevention and early detection of colorectal cancer that exist now and into the 21st century.

Internet Website Development

This seminar will give basic guidelines for good website design. Participants will gain an understanding of the design process for website development. Topics include how to get started, strategy suggestions, and some dos and don'ts of website design.

**Comprehensive Cancer Prevention and Control**

Over the past several years there has been a significant increase in the quantity and quality of cancer-related programs. This increase in program activity has been primarily categorical in nature (i.e., cancer site or risk factor specific). The development and implementation of these programs have resulted in a greater understanding of the challenges in delivering community-based cancer programs. Efforts toward comprehensive cancer prevention at national, state, and local levels will be described. The session consists of three presentations: A Vision for Comprehensive Cancer Prevention and Control; Collaborative Development and Implementation of a State Cancer Plan; and Integrating Cancer Prevention into Comprehensive Community Health Promotion Initiatives.

Working Effectively With Media to Prevent Children's Health Problems

A panel presentation comprised of members of both radio and television, public and commercial stations/networks, will address their experiences with media- and children's health-related issues. The panel will include discussion of the following: 1) the differences between news stories, news releases and news events; 2) do's and don'ts in working with the local media; 3) how to appeal to the media (e.g., "get on their good side"); 4) what you can and cannot expect from the media; 5) how to handle misinformation (about your agency, program, related issues) — if a story is inaccurate, or not as clear as it should be; and 6) how to become a resource for the media on a regular basis. The presentation will emphasize that most stories are not national stories, and how best to work with the local media to develop a local story.

Health Care Delivery: Partnering With Managed Care

As systems of health care delivery in the United States move from a fee for service to a capitated managed care system, public health has begun to migrate from direct service delivery to a greater focus on the core public health functions of assessment, assurance, and policy development. This session will examine some of the innovative ways that three state health departments have begun to partner with managed care around issues of common interest, to move public health into the role of monitoring and assuring the health and health care of the community. This session consists of three presentations: Pooling of State Health Care Purchasing Power to Maximize Quality and Value: The Washington Experience; Oregon's Immunization Alert: A Public-Private Collaboration to Foster Childhood Immunizations; and Public Health Leadership Role in Monitoring Managed Care.

Social Marketing Today

This presentation will explore key aspects of social marketing including its theoretical framework, distinguishing features, and similarities to other planning models. Examples of applications will be described to illustrate the utility of this approach for addressing various issues related to undertaking both small and large scale social marketing campaigns. Current activities to support practitioners' use of social marketing will also be discussed, including the National Training Center for Social Marketing, the *Social Marketing Quarterly*, and the Society for Social Marketing. This session consists of three presentations: Theoretical Perspectives on Planning Social Marketing Campaigns; Social Marketing Applications: Large-Scale and Small-Scale Projects; and Training Opportunities in Social Marketing.

Tobacco Control — New Beginnings for an Old Problem

For the last several years there has been an ever increasing amount of activity at the federal, state, and local level effecting tobacco use. Many states have enacted stringent laws governing the sale and distribution of tobacco products to minors as well as increasing taxes and enacting clean indoor air laws. Attorneys General have filed suits to recoup Medicaid costs. The FDA has declared tobacco to be subject to its jurisdiction. The tobacco settlement is a hot issue. This workshop will discuss all of these issues, and more, and what the public health community can expect in the coming months as the war against tobacco use and the tobacco industry continues.

Women's Health Workshop

This workshop will introduce a draft of the women's health plan for use by a state health department. Participants will be able to discuss the draft plan, learn methods for developing and embracing a plan in their state, and discuss barriers and issues related to the adoption of a plan.

Multimedia: Use of New Technologies in Public Health Outreach and Education

This course will explore multimedia technology and good techniques for public health information sharing. Attendees will see demonstrations of current and emerging technologies and will learn how to implement these technologies. The course will provide an overview of resources and products available, general guidelines for planning multimedia presentations, and explain how to effectively integrate various components.